

AMENDMENTS TO THE CLAIMS

This listing of Claims replaces all prior versions and listings of Claims. Only those Claims being amended herein show their changes in highlighted form, where insertions appear as underlined text (e.g., insertions) while deletions appear as strikethrough text or brackets (e.g., ~~deletions~~ or ~~[[deletions]]~~).

Please amend Claim 1 as shown below.

Please cancel Claims 21, 22, 23, 25-48 and 83 as shown below.

Please add Claims 85-92 as shown below.

1. **(Currently Amended)** A method for displaying a targeted advertisement to a viewer of a display of an audiovisual system in conjunction with displaying a broadcast stream on the display, the method comprising:

- a. selecting a broadcast stream;
- b. displaying the selected broadcast stream on the display;
- c. receiving a first signal from a viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a corresponding action selected from the group consisting of: fast-forwarding the displayed selected broadcast stream, pausing the displayed selected broadcast stream, and replaying the displayed selected broadcast stream,~~and performing a program search;~~

- d. defining a viewer profile of the viewer of the display based on a content of the displayed selected broadcast stream, the viewer command indicating a reaction by the viewer to the content of the displayed selected broadcast stream, and a timestamp;

- e. selecting a first advertisement from a plurality of stored advertisements based on the viewer profile of the viewer of the display; and

- f. displaying the first advertisement on the display.

2. **(Previously Presented)** The method of Claim 1, further comprising:

- g. updating the viewer profile based on a second signal received from the viewer control interface;

- h. selecting a second advertisement from the plurality of stored advertisements based on the updated viewer profile; and
 - i. displaying the second advertisement on the display.
3. **(Original)** The method of Claim 2, further comprising transmitting the updated viewer profile to a head end.
4. **(Previously Presented)** The method of Claim 2, wherein step (g) comprises:
- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command indicated by the second signal by initiating an action selected from the group consisting of: recording the first advertisement, specifying how the first advertisement is displayed on the display, and replaying the first advertisement; and
 - ii. updating the viewer profile based on the second signal received from the viewer control interface.
5. **(Previously Presented)** The method of Claim 2, wherein step (g) comprises:
- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a purchase of a good/service; and
 - ii. updating the viewer profile based on the second signal received from the viewer control interface.
6. **(Previously Presented)** The method of Claim 2, wherein step (g) comprises:
- i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating an action selected from the group consisting of: recording the selected broadcast stream, specifying how the selected broadcast stream is displayed on the display, and replaying the selected broadcast stream; and
 - ii. updating the viewer profile based on the second signal received from the viewer control interface.
7. **(Previously Presented)** The method of Claim 2, wherein step (g) comprises:

i. receiving a second signal from the viewer control interface indicating a viewer command to the audiovisual system, wherein the audiovisual system is responsive to the viewer command by initiating a program search; and

ii. updating the viewer profile based on the second signal received from the viewer control interface.

8. **(Original)** The method of Claim 2, wherein steps (h) – (i) are repeated until a third signal received from the viewer control interface indicates a positive viewer reaction or until a predetermined period of time has elapsed.

9. **(Original)** The method of Claim 1, further comprising transmitting the viewer profile to a head end.

10. **(Original)** The method of Claim 1, wherein step (e) comprises:

i. displaying an identification of at least one of the stored advertisements including the first advertisement on the display; and

ii. receiving a second signal from the viewer control interface selecting the first advertisement to be displayed on the display.

11. **(Original)** The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a menu on the display.

12. **(Original)** The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via a banner on the display.

13. **(Original)** The method of Claim 10, wherein step (e)(i) comprises displaying an identification of at least one of the stored advertisements including the first advertisement via an icon on the display.

14. **(Original)** The method of Claim 1, wherein step (f) comprises displaying the first advertisement on the display immediately prior to displaying a second broadcast stream on the display.

15. **(Original)** The method of Claim 1, wherein step (f) comprises displaying the first advertisement on the display in a time slot adjacent to a time slot for displaying regularly scheduled advertisements within the broadcast stream.

16. **(Original)** The method of Claim 1, wherein step (f) comprises displaying the first advertisement instead of displaying a regularly scheduled advertisement within the broadcast stream.

17. **(Original)** The method of Claim 1, wherein the broadcast stream is a television broadcast stream.

18. **(Original)** The method of Claim 1, wherein the broadcast stream is a cable broadcast stream.

19. **(Original)** The method of Claim 1, wherein the broadcast stream is a satellite broadcast stream.

20. **(Original)** The method of Claim 1, wherein the broadcast stream is an Internet broadcast stream.

21.-23. **(Canceled)**

24. **(Original)** The method of Claim 1, further comprising storing the plurality of advertisements on a hard disk drive.

25.-80. **(Canceled)**

81. **(Previously Presented)** The method of Claim 4, wherein specifying how the first advertisement is displayed on the display comprises an action selected from the group consisting of: fast forwarding the first advertisement, displaying the first advertisement without modification, and pausing the first advertisement.

82.-84. **(Canceled)**

85. **(New)** The method of Claim 1, wherein step (e) comprises:

defining an individual profile based on a portion of the viewer profile and a time of day that the first advertisement is to be displayed; and

selecting the first advertisement based on the individual profile.

86. **(New)** The method of Claim 85, wherein step (f) comprises displaying the first advertisement on the display at the time of day.

87. **(New)** The method of Claim 85, wherein selecting the first advertisement in step (e) is further based on a content of a second broadcast stream being displayed at the time of day.

88. **(New)** The method of Claim 85, wherein the timestamp indicates an evening and the time of day is an evening.

89. (New) The method of Claim 1, wherein the displayed broadcast stream is a program.

90. (New) The method of Claim 1, wherein the displayed broadcast stream is an advertisement.

91. (New) The method of Claim 1, wherein the timestamp indicates a time of the viewer command within the displayed broadcast stream.

92. (New) The method of Claim 1, wherein the timestamp indicates a time of day.